

# INTRODUCING

THE GOLF CAR THAT'S YEARS AHEAD

## Fairway King

This sleek, sharp power-packed golf car is the answer for touring the courses in relaxation and comfort.



NOW the "Fairway King" offers the first truly modern golf car . . . the result of two years of experiment, engineering and design, and tested on some of the nation's toughest courses.

This car has it . . . performance . . . dependability . . . style . . . comfort . . . and low maintenance cost. IT is the money-maker that golf courses have been wanting!



Sturdy bag carrier . . . "Tight Grip" racks . . . Bags can't fall out or tip.



Big wide tires, 6.00 x 6 on all 4-wheels . . . No cutting of turf.

For further information clip coupon.



- I want full particulars, prices, etc., on the "Fairway King."
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# How you can attract More Customers and More Money to your DRIVING RANGE



U. S. Driving Range Balls are designed and built to rigid specifications. To stand the terrific beating that a driving range ball must take, U. S. Rubber has experimented, tested and built a *special* range ball that has proved its quality for years.

A "cheap" product is never satisfactory or economical. "U. S." range balls are more economical than seconds, or ordinary balls sold at lower prices. They are a better buy than old, discontinued, reprocessed or repainted balls sold at "bargain" prices.

"U. S." offers the most complete and varied assortment of distinctive markings, together with first-quality golf balls, more durable covers, and a whiter, longer-lasting paint job.

Contact your nearest U. S. Rubber branch or write to Golf Ball Department, United States Rubber Company, Providence 1, R. I.



**UNITED STATES  
RUBBER COMPANY**

Wm. P. Bell, Jr., making plans for 18 holes on Alisal Ranch near Solvang, Calif.

Robt. Clouse, former Ohio State U golf star, now pro at Galion (O.) CC . . . Since Alameda, Calif., muny course was opened in 1927 it's shown an operating profit of more than \$250,000 . . . Last year 110,000 rounds yielded \$47,672 over operating expenses . . . City's public golfers want an additional course for which Wm. P. Bell, Jr. is making plans.

Bob Richardson, Talladega (Ala.) CC pro to give class lessons to local high school youngsters this summer . . . Club will allow youngsters to play Tuesday and Friday morning without charge in summer. Publicity about National Open being televised for first time this year isn't accurate . . . 1952 National Open at Lakewood CC, Dallas, was on TV and put on TV screens some flagrant violations of rules.

Massachusetts Board of Natural Resources cedes 127 acres to city of Lowell for muny course . . . Fred Osmer, Jr., to be an asst. to Lloyd Gullickson, Inverness GC, Toledo, O., pro . . . Members building course and clubhouse of Jasper County CC, Newton, Ill. . . . Cullman, Ala., planning golf



## SHINE?

A few quick strokes of this paddle won't count against your score. A clean ball clicks off par far better than the penalty of lost balls too dirty to find.

**HOW TO MAKE A HAPPY GOLFER**

Better-than-ever Lewis Ball Washers are ready to come to the aid of the golfer. Up goes the paddle, in goes the ball, and in a few quick seconds, you're ready for the tee-off.

**WEATHER WINNER**

Two "stick-fast" coats of paint shielded by an all weather-protector plastic. Any season . . . year after year . . . ready to keep your golfers happy.

**KEEP YOUR PATRONS SATISFIED**  
Order from your dealer now!

LEWIS  
GOLF BALL  
WASHERS



G. B. LEWIS CO., Watertown, Wis.

a great new  
**MONEY MAKER**  
for range operators



**new**  
**COMBINATION**  
**RANGE**  
**MAT**

**for wood and iron shots**

- doubles customer play per mat
- stops turf destruction
- eliminates high maintenance costs
- improves customer's game
- assures repeat business and more profits

Here's a great new asset to a more successful range operation! Flexi-Fabrix *combination* range mats — the dual purpose mats that are increasing play and profits in hundreds of ranges all over the country. They have stopped turf destruction, drastically reduced costly maintenance expense and most important — *have doubled and tripled play on every mat!* Customers can now play faster, better and will continue to come back for more. Large replaceable mat insert provides a soft "grass" lie for irons, and firm "tees" insure a proper foundation for wood shots. Low in cost, easy to install, they're tough, long lasting and practically indestructible. Made of  $\frac{7}{8}$ " thick airplane tire carcasses. All clamping plates are cadmium plated to resist rust and are **rubber covered** to prevent club damage. Ideal for indoor and outdoor use and perfect for "par-3" golf courses.

Get full details on this remarkable mat and see how  
you can **DOUBLE YOUR PROFITS**

See your local supply dealer or write us direct for descriptive circular and prices. You'll be glad you did.



**Flexi-Mat Corporation**

**2249 S. Calumet  
Chicago, Ill.**

**TOM SAYS:**

"The new Lightweight BALANCED GOLF BAG has everything but excess weight."

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**STANDARD MODEL**

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COLOR - GREEN

\$4.00 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

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club . . . Jaycees co-sponsors of 9-hole course to be built at Russellville, Ala.

University of Maryland to build course . . . Hopes to have 9 holes in play in 1955 . . . Sal DiBuono starting his 25th year as pro at Bonnie Briar CC (NY Met dist.) . . . Sal was signed as pro when he was 21 . . . Jim Gill resigns as asst. football coach at University of North Carolina to become pro at Carolina CC, Raleigh, N. C.

Dick Hart, Massachusetts Junior Chamber of Commerce champion in 1953 turns pro to be an asst. to Phil Greenwald at Hinsdale (Ill.) CC . . . John Sutter appointed pro at Northampton (Mass.) CC . . . Vertus Mitchell from Franklin County CC, West Frankfort, Ill., to be supt. of Forest Park 27-hole munny layout at St. Louis, Mo.

Frank Coltart, 72 year old pro at Sunnybrook GC, Philadelphia, retiring and will be succeeded by Toby Costanza . . . Coltart has been with Sunnybrook since 1934 and for 13 years previous was pro at the Philadelphia CC . . . Now that he's retiring Frank is going to play a lot of golf . . . Says he's been too busy working at golf to play much.

Andrew T. Lewis made mgr.-supt. Patty

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for  
Fairplay"

Prompt, accurate service

**CINCINNATI 6, OHIO**



Here is the  
Shower Head that's

**AUTOMATICALLY  
SELF-CLEANING**

*each time it's used*

**NO CLOGGING • NO DRIPPING**

There is no shower head like the new SLOAN Act-O-Matic. The exclusive feature which sets it apart from all others is its *automatic self-cleaning action*. The unique spray disc moves downward into shower position when the water is turned ON. A cone-within-a-cone spray of maximum efficiency is delivered. When the water is turned OFF the disc is moved upward, draining the head instantly.

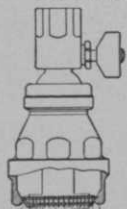
Because the water is completely removed, the Act-O-Matic SHOWER HEAD does not clog or lime up, and therefore it will not deliver irregular or distorted spray patterns. The Act-O-Matic is also economical in use. It saves water, fuel and maintenance service. (Institutional models available.)

**SLOAN VALVE COMPANY**

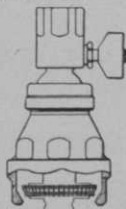
4328 WEST LAKE STREET

CHICAGO 24, ILLINOIS

THE Act-O-Matic Disc MOVES  
EACH TIME SHOWER IS USED



DISC DOWN  
SHOWER ON



DISC UP  
SHOWER OFF

OFF position opens large, free waterway  
permitting Automatic Self-Cleaning

THE SLOAN

**Act-O-Matic**

SHOWER HEAD

The SLOAN Act-O-Matic SHOWER HEAD is a product of Sloan Valve Company, whose flush valves are in world-wide use — in buildings of every type and on ships at sea.

More Sloan Flush Valves are sold than all other makes combined.



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Get all 3 with the

*Colonial* **PARK BENCH**

Built ruggedly to withstand hard usage and all weather, the Colonial offers every feature you want and need in a park bench. All bolts and screws are rust-proof. White concrete legs are waterproof and unit has heavy bracings for extra strength. Wood slats finished in weatherproof, green enamel. 6, 7 or 8 ft. lengths. Can be set on grass or bolted down to base.

Write for details, price schedule.

**ALTOONA CONCRETE PRODUCTS CO.**

9th Avenue and 32nd Street • Altoona, Pa.

Jewett course, Colorado Springs, Col. munny course . . . Plans for Borrego Valley CC 18-hole course and residential development filed with San Diego (Cal.) County Planning Commission . . . Work begun on Madison, Wis., new West Side 18-hole munny course . . . Leo Fisher now mgr., Charles City (Ia.) CC.

Hans J. Skalle signed as mgr. Interlachen CC, Minneapolis, Minn. . . Planning 9-hole course at Mission Bay Park, San Diego, Calif. . . Jock McLaren now pro at Fox Valley GC, Kaukana, Wis. . . Bill Moore and wife now pro-mgr. team at Lockhart (Tex.) CC . . . Sunset CC being constructed near Odessa, Tex., by Roy Cobb and Hank Brinker . . . 9 holes to be opened in August . . . Eventually 36 holes and 9-hole par 3 course.

Indian Hills 9-hole course owned by John Pennell, C. T. Major and Cecil Chandler to open in June at Decatur, Ala. . . 9-hole course opened at Sulphur Springs, Mo. . . Lawrence Hughes planning remodeling of Barbara Worth CC, El Centro, Calif.

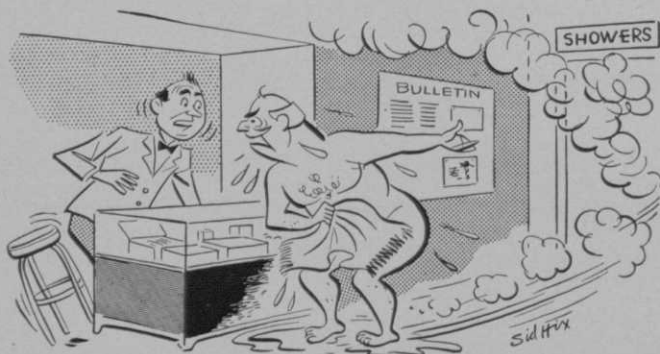
Ed Oldfield now pro at Roseburg (Ore.) CC . . . Considerable equipment loaned by local contractors and implement dealers, plus work of local golfers, built 9-hole sand

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at clubs with

**POWERS**

Thermostatic  
SHOWER  
REGULATORS

Stops Hot Water Waste



"FOR THE LAST TIME, WHEN'S THIS CLUB GOING TO PUT POWERS MIXERS IN THOSE @!\$\*!!!\*!\$! SHOWERS!"

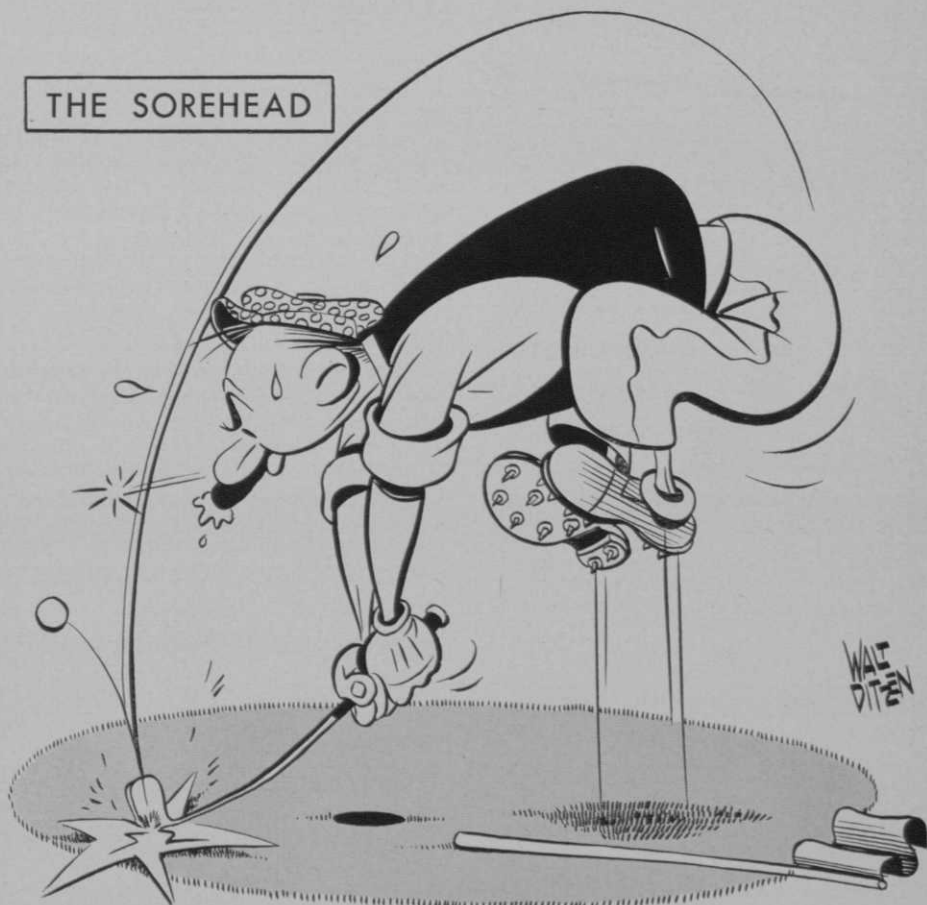
**Stop Shower Complaints** — Keep your club members happy, comfortable, safe — banish "booby trap showers." Have your plumber install POWERS Thermostatic WATER MIXERS. They always keep the water temperature where the bather wants it. No unexpected shots of hot or cold water. No waste of time or water. Phone your plumber today for a quotation on installing Powers Mixers. They are tops for comfort, safety and economy.

Offices in Over 60 Cities, See Your phone book.

**THE POWERS REGULATOR CO., Skokie, Illinois** • Over 60 Years of Temperature Control.

# Poison on the Green\*

THE SOREHEAD



\* So is Acti-dione† Ferrated "poison" to the 4 major bent grass diseases—melting-out, dollar spot, brown patch, and fading-out. Effective control costs only 40¢ per 1,000 sq. ft. for one spray application.

A product of **Upjohn**  
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MEMO

*Mr. Golf Pro—  
take a good look at  
these important facts*

*Cushman*

**Golf Buggy**

Pat. No. 2463972



means more  
profit for  
you . . .

*offers more golfing pleasure with less fatigue to your customers*

- ✓ offers more income possibilities because it carries up to five players and their golf bags . . . hence a larger rental fee.
- ✓ appeals to your golfer customers because it provides more companionship during the game.
- ✓ will not injure your golf course . . . it's approved by Grounds Committees on the nation's finest golf courses.
- ✓ is designed for hilly golf course use. It's powered with a time-tested Cushman Husky gasoline engine to assure satisfactory completion of every round.
- ✓ Electric starter is available at a slight extra cost.

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Gentlemen: Please send me information about the profit possibilities in the Cushman Golf Buggy.

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**Call or Visit the Friendly Cushman Dealer  
In Your City for a Demonstration...Today!**

green course at Bolivar, Mo., recently . . . Earl Foehr new mgr., Elks CC, Portsmouth, O. . . Harry Boyer in his 30th year as pro at Losantville CC, Cincinnati, O.

Green River, Wyo., discussing construction of a course . . . Building 9-hole course at Ft. Kaskaskia State Park near Chester, Ill. . . Cavalier (N. D.) CC building clubhouse.

Johnny Bobick, pro at Eberhart Park GC, Mishawaka, Ind., munny course, now advertising "The National Bank Handy-Charge Service" as optional easy payment plan . . . Bobick says his first newspaper ad of 1954, featuring 1953 close-out clubs and shoes, brought surprising results — bigger than 1953 opening . . . Dunlop trophy cases for displaying Dunlop balls that made aces were applied for by 815 golfers last year.

Ivis J. Scadron, pres., Florida Cigar Co., Quincy, Fla. is giving a box of his company's cigars to any one who scores par on Quincy's Sawano CC course . . . Women's Metropolitan (N. Y.) Golf Assn. 1954 tournament schedule one of most attractive, complete and informative program books put out by any golf organization . . . Among other features it contains 6 tournament en-

**JOE SAYS:**

"There is no golf bag made that does its job as well as the Lightweight **BALANCED GOLF BAG.**"

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**STANDARD MODEL**

15 CLUB CAPACITY  
COLOR - GREEN

\$400 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

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Boost Driving Range  
*Profits*  
By 50 Per Cent with

*Will-Tee*



*Proved*

RELIABLE ON THE  
NATION'S LEADING  
DRIVING RANGES

- 1 WILL-TEE IS FAST . . .** can deliver a ball to the tee every 3 seconds. (Holds up to 100 balls.)
- 2 CUSTOMERS DRIVE MORE BALLS . . .** because practice is more fun with Will-Tee. Player never has to change his stance to tee up a ball. He swings more often. He has more fun! He buys more balls!
- 3 CUSTOMERS "SPREAD THE NEWS."** Word about Will-Tee gets around fast, once players compare your range to those with ordinary tees. Result: More customers! More profit!
- 4 WILL-TEE IS FULLY AUTOMATIC.** Eliminates costly repairs and inconvenience. No air compressors. No motor. No electricity. No pedals or levers to move. Ball may be hit as fast or as slowly as desired. Our factory representatives install Will-Tee at no extra cost to you.

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FORT DES MOINES, IOWA

**WRITE NOW**  
for illustrated bulletin and  
complete information.

great  
on the

19<sup>th</sup>  
hole



# TEACHER'S HIGHLAND CREAM

86 PROOF BLENDED SCOTCH WHISKY

MADE BY WM. TEACHER & SONS, LTD.  
GLASGOW, SCOTLAND

CO-SPONSORS OF

**P.G.A. SENIORS' CHAMPIONSHIP**

Schieffelin & Co., New York

try blanks on pages perforated for tearing out and mailing after being properly filled.

PGA announces 1954 summer tournament schedule of 19 events starting with San Francisco Open April 29-May 2 and ending with National Celebrities and PGA sponsors' championship at Washington, D. C., Sept. 23-26 . . . Prize money is \$475,000 with George S. May affairs Aug. 5-15 accounting for \$100,000 . . . Possibility of 4 more tournaments with \$50,000 more money on the calendar.

Pittsburgh (Pa.) Press Sunday magazine carried double-page illustrated article on golf architect James Gilmore Harrison and quoted Jim on the architect's work in making golf more fun and keeping maintenance costs down . . . Harrison, a protege of the late Donald Ross, started construction recently on Range End GC 18-hole job at Dillsburgh, Pa. . . R. W. Smith, Range End pres. . . Construction of Harrison-designed 18-hole Sleepy Hollow GC, Charlestown, W. Va. to begin soon . . . Harrison also remodeling Pike Run CC, Donegal, Pa., has been engaged by Waterbury, Conn., to select site for new 18-hole munny . . . New 18-hole course he designed for Geneva on the Lake, O. will open this spring.

## GOLF RANGES

## GOLF COURSES

## TEE OFF MATS

Mat cut out for green brush turf mat insertion any size cut desired — also mats for automatic tees — which have removable hitting surface. Mats are available with white or dark hitting surface. Stock sizes 4 x 5, 5 x 5, 5 x 6. All heavy duty.

Prices and Details on Request.

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